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## Milliken to Feed On-the-Go and Fresh Prepared Packaging Demands at IDDBA with Innovative High-clarity, Heat-resistant Plastic



**Spartanburg, S.C.** - As more and more consumers dig into ready-to-eat, chef-inspired, fresh prepared foods, supermarkets and convenience stores are demanding next-generation packaging that is tailored to these preferences. Young professionals and Millennials in particular are increasingly seeking out clear packaging that conveys purity, quality and freshness, while also providing the heat resistance needed to allow convenient microwaving in the same container.

Bringing these properties together, Milliken & Company today announced that it will showcase new food packaging designs and innovative concepts from two top manufacturers in its booth (#5355) at the 2016 International Dairy-Deli-Bakery Association (IDDBA) Show in Houston, Texas, June 5-7. This distinctive plastic packaging is made with Milliken's NX™ UltraClear polypropylene (PP), which combines glass-like clarity for shelf appeal in high-traffic perimeter locations and heat resistance for hot-fill applications, warming in grocery heated displays and microwaving for at-home or on-the-go reheating. It far exceeds the performance of polyethylene terephthalate (PET) and other competitive materials as the only high-clarity plastic that also delivers exceptional high-temperature durability.

### Multi-Tasking Material

NX™ UltraClear PP offers other benefits, as well. Because it is equally well suited for hot and cold food packaging, supermarkets can reduce the number of different containers they use, thereby simplifying ordering, streamlining inventory management and conserving storage space. The material is also easily recycled in existing municipal systems and addresses consumer and corporate sustainability goals.

Milliken technology experts will be available at IDDBA 2016 to discuss NX UltraClear PP's exceptional high performance and latest application successes, and explain how the product surpasses traditional plastic packaging materials. For more information, please visit [www.NXUltraClearPP.com](http://www.NXUltraClearPP.com)

## About Milliken

Milliken is an innovation company that has been exploring, discovering, and creating ways to enhance people's lives since 1865. Working from our laboratories, application and development centers around the world, our scientists and engineers create coatings, specialty chemicals, and advanced additive and colorant technologies that transform the way we experience products from automotive plastics to children's art supplies. With expertise across a breadth of disciplines that also includes floor covering and performance materials, the people of Milliken work every day to add true value to people's lives, improve health and safety, and make this world more sustainable. For more information, visit [www.millikenchemical.com](http://www.millikenchemical.com) or [www.milliken.com](http://www.milliken.com).

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